



Marketing Your Recovery Support Services



MARKETING:

Creating and maintaining relationships that will sustain your organization and contribute to positive social change.



Why Market?

1. Attract clients
2. Engage stakeholders
3. Increase funding
4. Address community need(s)



4 RULES

for

Effective Marketing



Rule #1 – Know Yourself

Know your mission and goals. Engage in on-going Strategic Planning.

Know your competition.

Be able to tell your story succinctly and effectively.

Project positive identity.



Rule #2 – Know Your Audience

Good and effective communication is simply, being understood.



Rule #2 – Know Your Audience

Who are you communicating to? What do they need to know?

Focus on Audience Benefits.



Rule #3 – Be Culturally Competent

Make Cultural Connections

- Use images and/or pictures that are relevant to your audience.
- Different languages require different brochures. Not a line-by-line



Rule #4 – Be Succinct

Remember your elevator speech.

K.I.S.S.

“A picture paints a thousand words.”
Sometimes silence is on your side.